

PIAZZA
Kvinna 2010



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WELCOME

WELCOME TO A NEW, exciting year with Plaza Kvinna – The Fashion Magazine that has increased its reach by the most in Sweden during 2009. We are now bigger, better and more luxurious than ever, with even more fashion-packed guides, exhaustive beauty guides, initiated portraits, and even more lavish fashion. The new, exclusive and even more fashion loving Plaza Kvinna guides with the trendiest fashion spreads created by some of Scandinavia's very best photographers and stylists. Simply because we love to spoil our readers with the latest fashion news, and beauty tips of everything from spa tips to in-depth analyses of new treatments. We are constantly striving to inspire with interesting travel destinations, trendy interior designs, new flavours, sensual scents and we always give our readers the latest news from the world of culture. In every issue we also aim to boost your life with new phenomenas and thorough features on interesting personalities in fashion, beauty, film and music.

Even though we love fashion, we are anything but shallow. On the contrary, we always aim to touch your innermost and we are constantly striving to inspire, engage and give you that extra something, that makes you dare try a new style, a new career, or maybe even a new way of life.

We hope that you've noticed that we've become smarter and more stylish on the net as well? Plazakvinna.com is your online fashion lounge that constantly keeps you updated with the latest fashion and trend news, exciting blogs, unique texts and exclusive competitions. Don't miss the opportunity to check out what the editorial staff is up to on a daily basis at twitter.com/plazakvinna, and please do take a sneak peak behind the scenes of one of our cover shoots.

Our readers and advertisers are both enormously important to us. Therefore we are very happy and proud that you have chosen Plaza Kvinna, and we are looking forward to a new, fruitful collaboration during 2010.

Malin Lundberg
Editor-In-Chief

Jennie Birgmark
Project Leader/Legally Responsible



TARGET AUDIENCE

Plaza Kvinna increased with +18,9 %, Orvesto 2009:2.

We have an average of 107 000 readers per issue.

OUR READERS

PLAZA KVINNA'S READER is a bon vivant, trendsetting woman with a mental age of 25 to 40. A Plaza Kvinna woman is always on the move, both in thought and action. Living, with few exceptions, in towns and major cities, she is a true city girl who keeps up with all the latest trends, the best fashion, brands and models. She is moving forward in her life and her career. She loves to learn smart tips on how to raise her salary, find the best holiday destination, cook the trendiest dinner and find the perfect night crème and mascara. She has exclusive taste, but loves a bargain. She devours shopping guides and beauty tests with equal joy as reading in-depth features on successful women, new phenomenas, detailed fashion analyses and exciting portraits.

PLAZA KVINNA'S READERS HAVE LOTS OF INTERESTS. THE BIGGEST ONES ARE:

- Fashion and shopping.
- Socialising with friends and meeting new people.
- Music, films and books.
- Travelling.
- Hair and beauty.
- Sports.
- Home decoration.
- New foods.

Plaza Kvinna's readers are huge consumers and spend more money on consumer goods than other women of similar age. Half of Plaza Kvinna's readers visit clothing stores on average once a week or more. Plaza Kvinna's readers are very aware in their choice of brands.

IN ONLY ONE YEAR, PLAZA KVINNA'S READERS BUY:

- Clothes for 1.226 million SEK or 11 885 SEK per person.
- Cosmetics for 479 million SEK or 2 668 SEK per person.
- Accessories for 173 million SEK or 1 664 SEK per person.
- Watches/Jewellery for 114 million SEK or 1 088 SEK per person.
- Shoes for 299 million SEK or 2 833 SEK per person.
- Holidays abroad for 972 million SEK or 9 263 SEK per person.

Plaza Kvinna's readers go out shopping fashion for 1.226 million SEK per year ...

... and our readers are shopping more fashion than all other magazine readers in Sweden.



PRICES & FORMAT



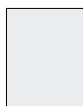
SPREAD

BLEED: 450 x 298 mm*
TYPE AREA: 420 x 270 mm
PRICE: Spread 72.000 SEK
 First spread 89.000 SEK
 2nd-7th spread 78.000 SEK



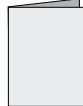
HALF SPREAD

BLEED: 450 x 144 mm*
TYPE AREA: 420 x 130 mm
PRICE: 48.000 SEK



FULL PAGE

BLEED: 225 x 298 mm
TYPE AREA: 205 x 270 mm
PRICE: 42.000 SEK
 1st-7th full page 49.000 SEK



THIRD COVER

BLEED: 225 x 298 mm*
TYPE AREA: 205 x 270 mm
PRICE: 49.000 SEK



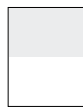
BACK PAGE

BLEED: 225 x 273 mm
TYPE AREA: 205 x 270 mm
PRICE: 65.000 SEK



HALF PAGE VERTICAL

BLEED: 107 x 298 mm
TYPE AREA: 100 x 270 mm
PRICE: 26.000 SEK



HALF PAGE HORIZONTAL

BLEED: 225 x 144 mm
TYPE AREA: 205 x 130 mm
PRICE: 26.000 SEK



QUARTER PAGE VERTICAL

BLEED: 100 x 130 mm
PRICE: 15.000 SEK



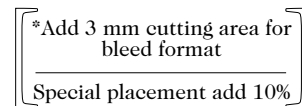
QUARTER PAGE HORIZONTAL

TYPE AREA: 205 x 62 mm
PRICE: 15.000 SEK



EIGHTH PAGE

TYPE AREA: 100 x 62 mm
PRICE: 10.000 SEK



*Add 3 mm cutting area for bleed format

Special placement add 10%



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TECHINCAL DATA

NUMBER OF ISSUES: 12 per year **PRINTED CIRCULATION:** 60 000 ex **CIRCULATION:** 36 100 ex **PRINTING PROCESS:** Offset **MAXIMUM SCREEN DENSITY:** 150 lpi **BINDING:** Adhesive binding **COLOURS:** Europa scale **ADVERTISING MATERIAL:** Digital. Sent according to Plaza Publishing's material specification, which is attached with the order confirmation. **INSERT PAPER:** 70g Nova Press **COVER:** 200g Galeri Art **DISTRIBUTED BY:** Tidsam **READER STATISTICS BY:** Orvesto

DEBIT INFORMATION

Insert, special placement [smallest format full page] add 10%. Swedish VAT added to all prices.
ANNULMENT: Only in writing to the company at least three months before the publication date.

OTHER REGULATIONS

The magazine reserves the right to refuse non-desirable adverts.

COMPLAINTS

Complaints about inserted adverts must be made within 7 days of the publication date. Regarding invoices, the complaint should be made within 14 days of the invoice date. The magazine is not responsible for mistakes caused by deficient material. In case of adverts being delayed no right to compensation is given. Without an enclosed printing sample no right to compensation is given.

ADVERTISEMENT SERVICE

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PUBLICATION PLAN 2010

NR 1. TREND FORECAST 2010 [MATERIAL DEADLINE 2009 11 13 PUBLICATION DATE 2009 12 23]

Trend Forecast 2010 – The Fashion, Make Up, People, Films | Winter Travel | Shape Up! | Party Fashion & Make Up | Health

NR 2. THE BEAUTY ISSUE [MATERIAL DEADLINE 2009 12 18 PUBLICATION DATE 2010 01 27]

Spring Fashion 2010 Sneak Peak | Jeans | Beauty Special – Hair, Body and Soul | Detox | Key Spring Trends

NR 3. THE SPRING FASHION ISSUE [MATERIAL DEADLINE 2010 01 15 PUBLICATION DATE 2010 02 26]

Spring Fashion | Fashion Week Report From the Capitals of Fashion – Milan, London, Paris and New York

NR 4. THE ACCESSORIES ISSUE [MATERIAL DEADLINE 2010 02 15 PUBLICATION DATE 2010 03 24]

Watches & Jewellery | Accessories | Sunglass Guide | Hair Special | Weekend Trips – shopping | New Fragrances

NR 5. THE GET IN SHAPE ISSUE [MATERIAL DEADLINE 2010 03 19 PUBLICATION DATE 2010 04 28]

Get In Shape for Summer | Bath and Bikini Guide | Boost Your Life – Exercise, Diets, Treatments | Sunscreen | Summer Travel | Bleach Your Teeth

NR 6. THE SUMMER FASHION ISSUE [MATERIAL DEADLINE 2010 04 16 PUBLICATION DATE 2010 05 26]

Swim & Tan | Summer Fashion | Summer Dresses | SPF | Bronzers | Beach Fashion | Food

NR 7. THE BEACH ISSUE [MATERIAL DEADLINE 2010 05 14 PUBLICATION DATE 2010 06 23]

Summer Chic – The Beach Look | The Tips That Will Take You From Beach To After Beach | Last Minute Vacations | 20 Reasons To Stay In Sweden | Tan Safely | Summer Hair – Deep Conditioners and SPF

NR 8. THE TREND ISSUE [MATERIAL DEADLINE 2010 06 18 PUBLICATION DATE 2010 07 28]

Autumn Trends Sneak Peak | Interior Design | Career | Work Wear | Fashion from A-Ö | Beauty | The New Fall Food and Work Out Trends

NR 9. THE FALL FASHION ISSUE [MATERIAL DEADLINE 2010 07 16 PUBLICATION DATE 2010 08 25]

Fall Fashion | The Autumn Beauty Trends | Jeans

NR 10. THE SHOE AND BAG ISSUE [MATERIAL DEADLINE 2010 08 20 PUBLICATION DATE 2010 09 29]

Shoe and Bag Special | Fall Jackets | Weekend Trips | Fashion Week Report From the Capitals of Fashion

NR 11. THE BEAUTIFUL AT EVERY AGE ISSUE [MATERIAL DEADLINE 2010 09 18 PUBLICATION DATE 2010 10 27]

Anti Age Special – Miracle Cremes, Treatments, Phenomenas, News | Best Buys of Winter | Ski Fashion – All You Need For the Winter Ski Trip | Interior Design

NR 12. THE LUXURY CHRISTMAS ISSUE [MATERIAL DEADLINE 2010 10 23 PUBLICATION DATE 2010 11 24]

The Ultimate Christmas Gift Guide | Luxury & Glamour | The New Season Fragrances | Party Dresses | Lingerie | Food

NR 1. THE BIG CELEBRATION ISSUE 2011 [MATERIAL DEADLINE 2010 11 09 PUBLICATION DATE 2010 12 14]

Party Fashion & Beauty – Shopping | Winter Travel Guide | Design | Contemporary Phenomenas